



Media Release

Trade Boost at SAITEX

19 to 21 July, Gallagher Convention Centre, Midrand

For immediate release

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Two-way trade in Africa and worldwide received a major boost through the recent Southern African International Trade Exhibition (SAITEX) which took place from 19 to 21 July at Gallagher Convention Centre in Midrand. Revamped and under new ownership, SAITEX is now firmly back on the international trade map, with a number of exhibitors already signed up for the 2010 show.

SAITEX has always played a vital role in promoting trade between South Africa, African countries and around the globe. This year it was co-located for the first time with Africa's Big Seven (AB7) – the largest food and beverage event on the continent – in order to maximise trading opportunities. This allowed exhibitors and visitors even greater networking prospects.

“Feedback from participants has been excellent”, according to John Thomson of Exhibition Management Services, organisers of the event. “As a result of their experience at this year's show, China has increased its floor space by 96% for the 2010 show, whilst Thailand has booked more than double the space it had this year. “

Brazilian exhibitor, Marcos Goulart of Alliance Commodities commented: “The expo was well organised and we have had a lot of interest in distributing our products. This is encouraging and we will definitely be back next year.”

Amor du Preez, Sales and Marketing Manager of Pan Mixers SA confirmed this sentiment, adding: “We have had a good response from visitors. In addition we have developed numerous contacts which hold the potential for many new deals.”

“We will definitely be exhibiting next year,” enthused Veloshni Govender, an entrepreneur from Kwazulu-Natal. “SAITEX definitely exposed my products to wider range of clients. I am enthusiastic about the leads I have made at the exhibition and will be booking a stall for next year.”

The only multi-sector trade fair of its size and kind on the continent, SAITEX plays host to hundreds of exhibitors showcasing products, services, and economic opportunities from all over the world. The event has developed a solid reputation for translating export, import, development and investment opportunities into business transactions.

The co-located SAITEX and AB7 events attracted 401 companies from 39 countries. They showcased 392 product categories, featuring 2117 different items. The combined attendance of 12 708 visitors came from 45 different countries.

The companies from around the globe that exhibited at SAITEX included Argentina, Brazil, China, Egypt, Ghana, India, Pakistan, Malaysia, Nigeria, Poland, Turkey, Singapore, Thailand, and the United Kingdom. Africa also featured prominently, with companies from Ghana, Kenya, Malawi, Mozambique, Tanzania, Zambia, Zimbabwe represented.

Product ranges on show included fast-moving consumer goods, retail-ready products, electrical and electronic items, engineering goods and services, building and construction product, food, beverages and catering equipment, footwear and leather products, industrial products, manufacturing technologies, plasticware, homeware, kitchenware and cookware, white and brown goods, home entertainment equipment, office equipment, furniture, hardware, stationery, sports equipment and textiles.

The visitor attendance for SAITEX was an astounding 5166 with visitors from 23 different countries. The visitor demographics were such that 65.80 % were Owners, MD's, Directors or Members of a Company or cc. The main reason that these visitors attended the show was to look for new business and to network with other businesses.

This year's event has had more "value adding" components such as the Business Matchmaking Service, aimed at bring buyers and sellers together on a one-to-one basis. The numerous business presentations entitled "Doing Business in" Various countries attracted considerable interest. These complimentary offerings opened the doors to increased trade and partnerships.

The only multi-sectoral trade fair of its size and kind in Africa, SAITEX has indeed proved its worth by connecting business people and shaping the South African and International economy.

SAITEX 2010 is scheduled to take place from 18 to 20 July 2010 at Gallagher Estate and promises to be even bigger and better.